ABSTRACT OF THE DISCLOSURE

A vehicular seat includes at an upper part of a seat back an upper frame which extends in a widthwise direction of the seat back. An actuator unit which generates a drive force is attached along the upper frame. A headrest support frame is provided to the upper frame so as to be capable of moving in a front-and-back direction. When an acceleration equal to or above a predetermined value is applied to a vehicle by a collision from behind, a drive force generated by an operation of the actuator unit is transmitted to the headrest support frame. By moving the headrest support frame in a direction along which it approaches an occupant by using this drive force, a headrest supported to the headrest support frame moves frontward.